

*Delivering Health equality through the provision of Health checks in places where people live their lives*

# The Problem

With increasing healthcare constraints and inequalities, many people are unaware of their health risks, leading to preventable illness, deaths and economic impacts.

**Total annual cost of heart and circulatory disease is £10 Billion.**

**170'000 Deaths per year from Heart & Circulatory Disease. [BHF]**

A third in UK missed work in 2022 due to delays accessing NHS care

Polling by Savanta also shows 19% were not able to go to work as they were waiting for a GP appointment



A GP at their desk. Overall 36% of respondents said they missed work because of difficulty getting care. Photograph: Anthony...

One in three people have missed work in the last year accessing NHS care, according to new research.

Hundreds more middle-aged people dying each month of preventable heart disease

HEALTH

## Heart disease warning as deaths hit 14-year high

Ethnic minorities in England have worse access to GPs

Experts blame outdated funding model as Guardian analysis shows huge disparity with areas that have the most white people



Poorer areas in England suffer most from GP shortage, study finds

© 4 November 2022



Blackpool GP Dr Susan Green says hearing patient criticism is hard to take

By Sean Clare and David Grossman  
BBC News

HEALTH

## GP wait times: 1.3 million patients a month wait four weeks to see doctor



# The Problem

Will stable or indeed increased budgets [election year] keep pace with increasing costs unless we accelerate our use of innovative solutions?

In 2021/22 the largest area of NHS spending was on staffing

■ NHS provider staff costs 
 ■ Other staff costs 
 ■ Non-NHS - health care 
 ■ Non-NHS - social care 
 ■ Primary care 
 ■ Prescribing 
 ■ Procurement 
 ■ Clinical negligence 
 ■ Local authority grants 
 ■ Covid-19 inventory 
 ■ Depreciation 
 ■ Other



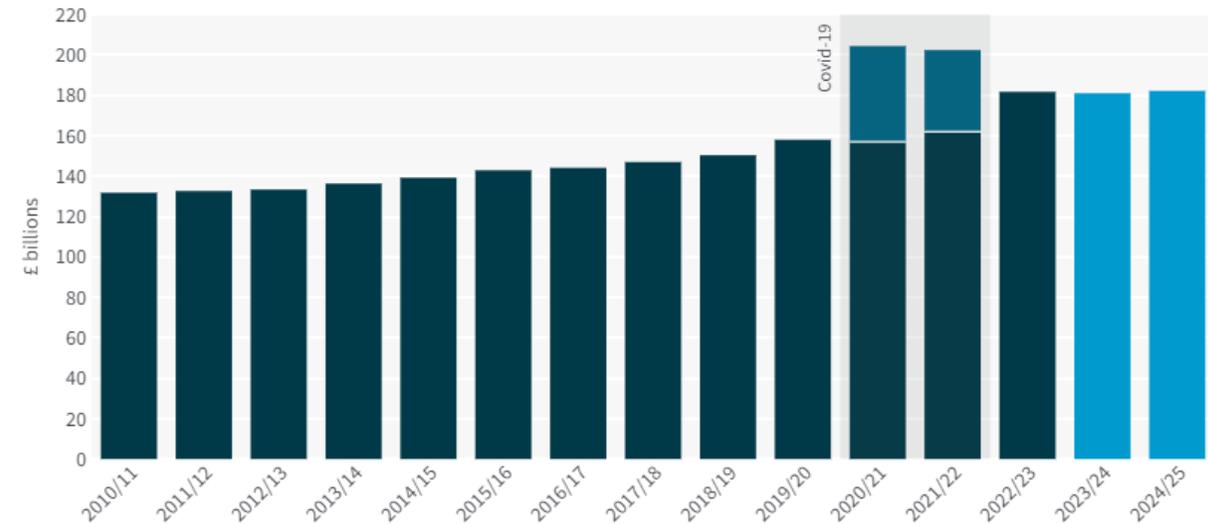
Source: [Department of Health and Social Care Annual Report and Accounts](#)

TheKingsFund

Total Department of Health and Social Care spending is projected to be stable for the next two years

Real-terms spending (in 2022/23 prices)

■ Spending (outturn) 
 ■ Spending (planned) 
 ■ Additional Covid-19 spending



Source: [Department of Health Annual Report and Accounts \(2010/11-2016/17\)](#), [DHSC Annual Report and Accounts \(2017/18-2021/22\)](#), [Public Expenditure Statistical Analyses \(2022/23-2024/25\)](#)

TheKingsFund

# Time to 'left shift'

"Left Shift" is a term often used to describe a strategy that focuses on preventing health issues before they become more severe or progress to a point where costly interventions are necessary.

- The general public is ready for a left shift, Covid has accelerated acceptance of digital/self-service interventions. QR Codes, Health Apps, At home solutions
- Digital inclusion is far stronger than it was with the over 70's being the next most highest online users after those in their 20s
- To achieve Health equalities we need to deliver solutions to those who need them most, in the most accessible ways possible

## Over-70s are UK's most online adults after twentysomethings, survey shows

ONS data also reveals working mothers spend on average an hour and a quarter more a day on household chores than male partners



Older people are increasingly using the internet to interact with key services. Photograph: EvgeniyShkolenko/Getty Images

You may not catch them on TikTok or Snapchat, but the latest data shows that the over-70s are spending more time online than any generation besides Gen Z.

According to [figures from the Office for National Statistics](#) detailing how different Britons report spending their time, the 70-plus age group is second only to those in their 20s when it comes to the average amount of time using

# BBC Evening news – Luton Vaccination Hub



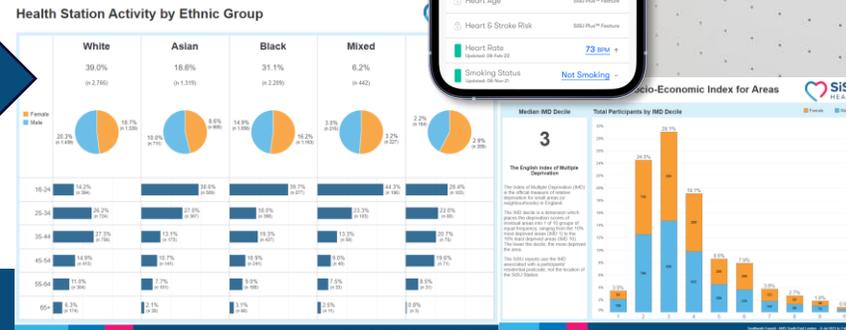
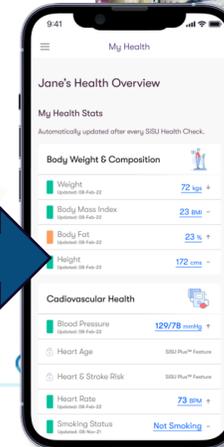
# The SiSU Health Solution

We want to make getting a free Health check as easy as buying a loaf of bread

A highly scalable and accessible, preventable health platform with self-service, highly accessible, health checks available where people live their lives.

Driving behaviour change with digital resources and integrated pathways.

Demographic Agnostic.



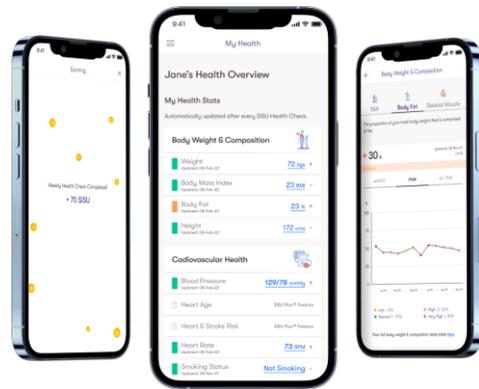
# The SiSU Health Platform



## SiSU Health Station™

**Class IIa Medical Device. ISO 13485, 27001, 45001. DSPT & GDPR compliant:**

- Height, Weight (& BMI)
- Blood Pressure
- Resting Heart Rate
- Body Fat %
- Diabetes, Cardiovascular, Stress, Alcohol & physical activity Risk
- Roadmap: HRV, Afib and more
- Socio-demographic surveys
- Customisable surveys



## SiSU Health App

**Providing full health check history and access to behaviour change programs:**

- Sustainable weight loss, Healthy Heart, Better sleep, Diet & Exercise programs
- Health risk assessment
- Health challenges utilising and integrating data from other sources
- Heart Age & Stroke risk simulator
- Daily Energy Use
- Tools, nudges & incentives
- Integration with wearables



## Communications & Engagement

**Data-driven, personalised engagement and communications:**

- Conditional email journeys built for customer need
- Calendar based health campaigns
- GP & pharmacy referrals
- Product promotion & specialist health products
- Trigger journeys and pathways
- Drive repeat health checks and direct footfall



## Pathways & Data Integration

**Conditionally triggered pathways to localised services & products.**

- Option to share your data with a health professional via the SiSU Practitioner Portal
- Data integration
- Customisable advert screens with QR codes directing to employer and community services



## Data, Insights & Analysis Report

**Leading data analytics and benchmarking, including:**

- 30+ Data points
- IMD, Ethnicity, Sex and Age comparative analysis
- Productivity costs and longitudinal efficacy
- Health improvement analysis
- Population & industry benchmarking
- Out of GP opening hours analysis

# How does it work?

**Population Engagement**

Opportunistic population health engagement in locations where people live their lives:



**SiSU Health Check**

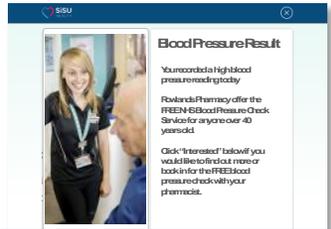


**Personalised recommendations**



Risk Screening & Pathways

**Healthy Behavior Nudges & Content**

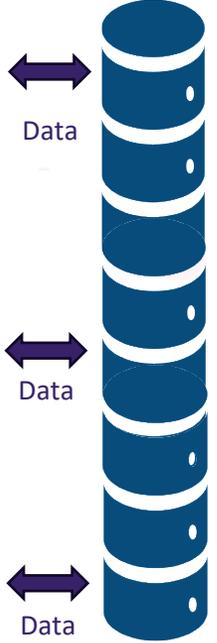
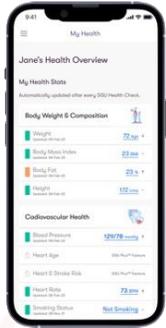


**Integrated signposting to health services**



**Triage to health care professionals**

SiSU App



# The SiSU Health Journey & Impact

**Engage**

900k health checks in the UK since 2016. 4.5m Worldwide

35% of all checks from Ethnic minorities since 2020.

**Educate**

Over 75% had not had a BP check in the last year.

36% had a health risk they were not aware of.

**Empower & Activate**

23% of repeat members reduced their at risk BP.

72% said they were motivated to make changes.

**Case find & Refer**

131,056 calls to action for at risk BP & BMI.

40% of those eligible opted in to community hypertension pathways

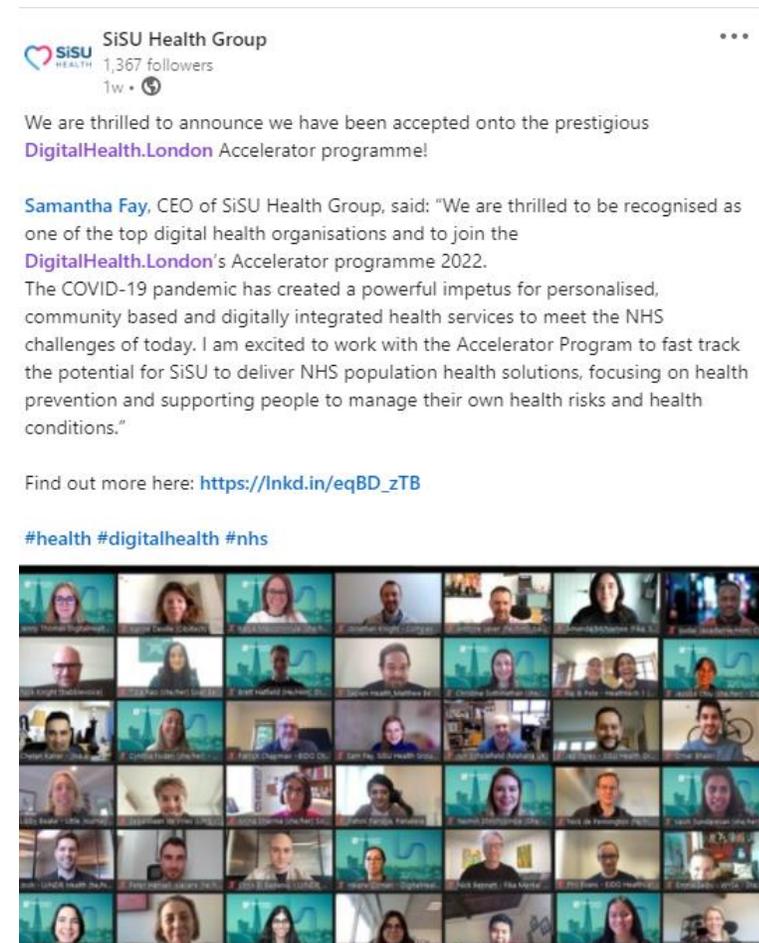
**Analyse & Improve**

120m comparison data points.

New features regularly released to our App and Station platforms.

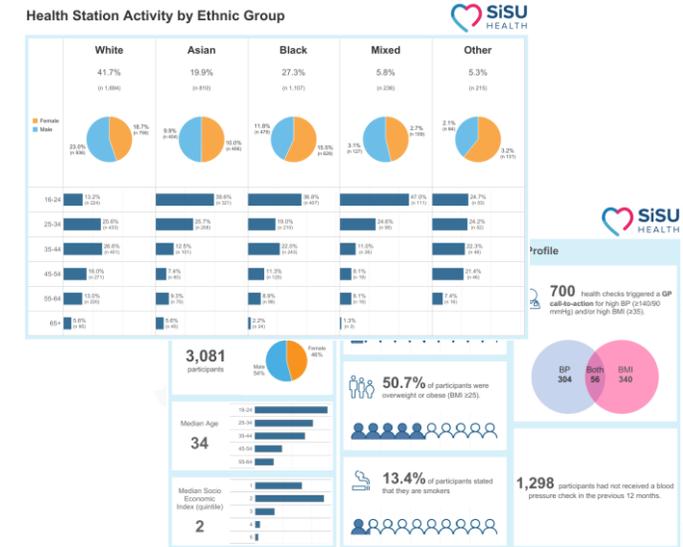
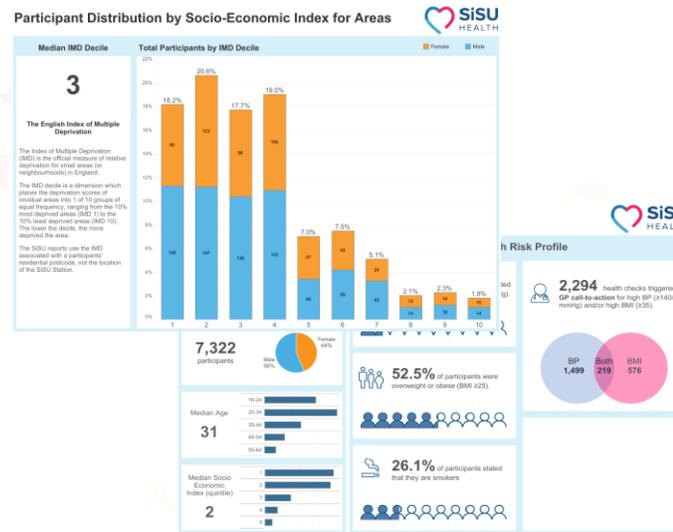
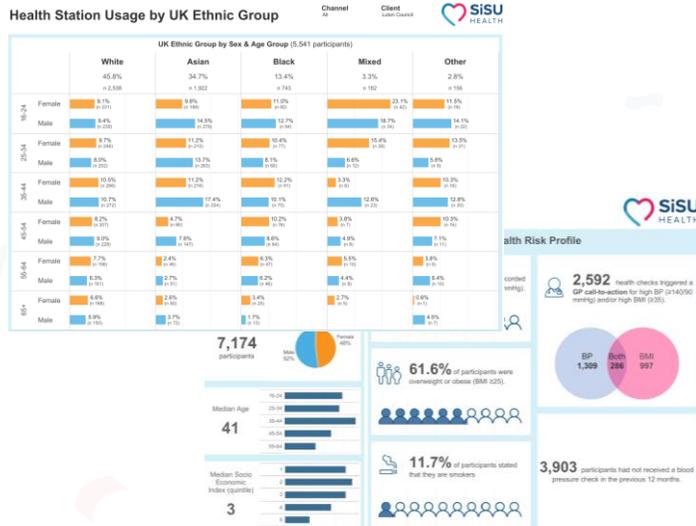
# Key Projects

- NHS London Digital Accelerator 2022 & East Midlands 2024
- Beaconhouse Homeless clinic – vaccinations up from 54 to 112 quarter on quarter & delivered against contract value for 2023-24 after 4 months with PHE due to Nurse time savings
- Southwark Council – Digital HC
- Luton Council – Hypertension case finding & Patient record integration
- Southampton & Darent Valley Hospitals – Staff & visitors
- Warwickshire & Black Country ICBs - Workforce
- NHS & Co-op Manchester – IMD1&2 Males QRisk
- Leicester University Diabetes risk tool & KTP
- Large (Aldi) & Small (Searchability) Employer Programs & Insurers (Bupa, Vhi)
- Rowlands Pharmacy Pilot



# Quick view Community Case Studies:

## - 1: Impact – 2: Equality – 3: Accessibility – 4: Need – 5: Benefit -



### Luton

#### Screening hypertension risk & local support

- 31'000 health checks, 34% repeats
- 32% Asian, 13% black, 6% mixed & other
- 22% of checks outside of GP opening hours
- 73% had not had a blood pressure check in the year preceding their first health check
- 40% of those at risk and eligible opted in for a hypertension monitoring & support service.

### Manchester

#### Targeting younger males and CVD risk

- 26,205 health checks, 19% repeats
- 84% of members live in IMD1-4
- 21 Retail & Community locations targeting where people live their life
- 20% elevated Qrisk (n.4878)
- 21 % reduced BP risk (of those who had high BP and repeated checks)

### South London

#### Targeting health inequalities

- 10'000 health checks, 26% repeats
- 60% ethnic minority, 82% IMD 1-4
- 25% of checks after 6pm
- 31% of Black community with a +30 BMI
- 27 % reduced BP risk (of those who had high BP and repeated checks)

# Evidence – Key Findings on Health Inequalities Impact

## Health Check Engagement

- In a recent survey 70% reported completing a health check because it was in a visible, accessible public location.
- SiSU Health Checks appeal to a wide range of populations, with an overall pattern of usage by the more deprived and with health check skews to more deprived IMD quintiles across all ethnic groups
- The most deprived Users, record the highest satisfaction (NPS) for the health check, of all deciles.

## Health Literacy

- A large proportion of people (73.7%) who perform a health check on a SiSU health station have not had their blood pressure measured in the last 12 months, with 62.3% of those recording a high blood pressure. Users identifying as Asian, Mixed or Other, reported higher rates of no recent BP measurement.
- 53% of Users identifying as Asian reported that they were not aware of the health risks highlighted by the health check, compared to 35.5% of people overall.

## Health Risks

- Users identifying as Black, reported the highest levels of BMI and blood pressure risk.
- The prevalence of people with BMI obesity (BMI 30+) is strongly aligned to their deprivation.
- Users identifying as White reported the highest level of alcohol risk, elevated QRisk and smoking.
- The most deprived decile, IMD1, shows the highest rate of elevated QRISK score.
- Smoking prevalence rates align with rising deprivation. Rates of smoking in IMD 1 and 2 (CORE20) are twice that of the least deprived 20% of the UK population
- Elevated alcohol risk rises in a linear pattern from the most deprived to the least deprived.
- Users identifying as Asian reported the highest level of physical activity risk.

## Health Impact

- Over 47,000 Users have repeated the health check enabling SiSU to track changes in health over time.
- We see health improvements across the board for the different health metrics.
- Digital health platforms provide an ability to quantify the longitudinal impact of population and preventive health programs.

## Save Lives

*"I would never have known I have high blood pressure. This is a very important piece of kit. Probably saved me from having a heart attack or stroke."*

BBC NEWS

## Reduce Inequalities

After walking in for a free health check, she's glad she's done that.

47%:53% Female: Male

>35% Ethnic Minority

55% IMD 1-4

# Health checks in places where people live their lives will...

**>70%**  
motivated to improve

**14%**  
Stop Smoking

**22%**  
BP risk reduced

**>98000**  
Kg weight lost

## Deliver economic benefit

healthtechX

## awards

**SiSU**  
HEALTH

**2024**  
**Finalist**

## 2024 Innovator Award

Honouring transformation and innovation across the globe

Powered by **IBIS**CAPITAL

## Increase NHS capacity



# Thank-you

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After walking in for a free health check, she's glad she's done that.



# Appendix

[sisuhealthgroup.com](https://sisuhealthgroup.com)



# About SiSU

## Leader in digital health & wellbeing

- 4m health checks worldwide
- Servicing clients in three core channels
- Participant in the 2022 DigitalHealth.London AHSN Accelerator program
- Operating a network of Medical device health stations in multiple countries since 2016
- Personalised health check and communications with conditionally triggered pathways
- Strong focus on Health Equalities
- Highly rated App for tracking health metrics and motivating action
- Scientifically validated health outcomes
- Learn more at [www.sisuhealth.co.uk](http://www.sisuhealth.co.uk)



# Medically certified Health Station & GDPR compliant platform

Class IIa  
Medical Device  
ISO 13485:2016

Data  
Security  
Protection  
Toolkit

Cyber  
Essentials

GDPR  
Standard  
Adopted  
Globally

CE Mark  
(EU)

Digital  
Technology  
Assessment  
Criteria (DTAC)

Compliant to;  
ISO 9001:2015, 27001:2013,  
45001:2018, 13485:2016,  
81060-2:2013, 10993-1:2009,  
ISO 14971:2012

CSO Pippa  
Gascon  
Crossley

# Product Roadmap

Our SiSU Health Mini™ - available for demo, product launch in H1 2024 →

**Choose your language – Launched October 2023**

App development; Driving gamification & reward through new simulators, analysis, surveys, device integration

**‘Choose your Journey’ ie NHSHC, Men’s Health check, Women’s Health Check – Launching 2024**

New member/patient surveys to support Health Economics Project – launching Q1 2024

**Leicester Diabetes Risk Survey – Launching Q1 2024**

Patient record integration – Pilot with Luton Council Q4 2023 – six months to scale.



# Examples of Who We Work With

## Luton Public Health



Working with SiSU has enabled localised, tailored, opportunistic health screening aiming to tackle modifiable health risks among some of our poorest and marginalised communities in the town. The high proportion of the calls to action identified has enabled greater support to be provided by our local integrated wellbeing service already tackling health inequalities faced by such communities.

**Christina Gleeson- Public health manager- Healthy Lives, Luton Public Health**

*Christina Gleeson*

## Aldi



**David Thomas (He/Him) • 2nd** 4mo \*\*\*  
People focused Aldi Store Manager  
Any plans to introduce in stores ?

Like · 5 | Reply

**Michelle Harding • 3rd+** 4mo \*\*\*  
Aldi Warehouse Operations Supervisor  
Love this! Hopefully in the U.S. soon!

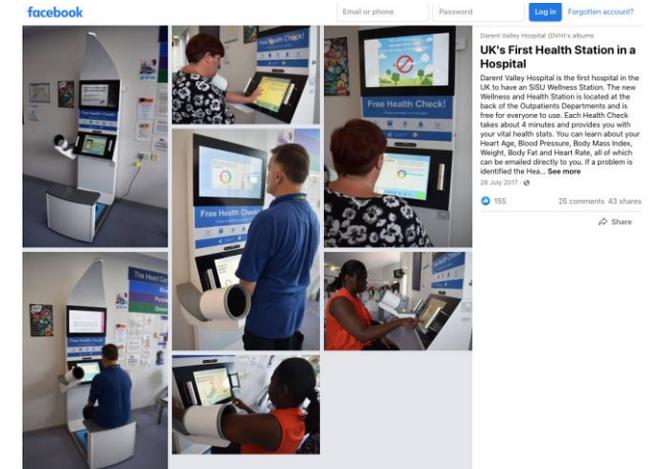
Like · 2 | Reply

**Jens Vang Lauridsen • 2nd** 4mo \*\*\*  
AI-powered autonomous stores for the best cashier less customer expe...  
Great initiative

Like · 1 | Reply

**Jane Thomas • 2nd** 4mo \*\*\*  
Director and lead trainer Premier Life Skills Ltd. UK Business Awards Jud...  
Great to see Aldi one again looking after their staff .... A proactive approach to health #wellbeing

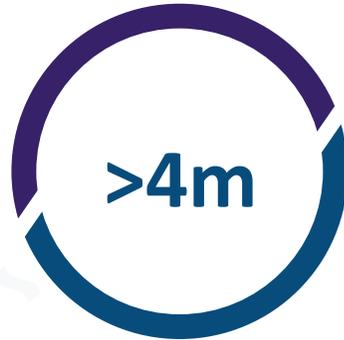
## Darent Valley Hospital



'The SiSU Health Station has allowed us to follow trends and look at supportive measures we can put into place with us not having to do the groundwork, it is a must for any organisation wishing to assist their staff with health and wellbeing goals, the service and follow up we get from the SiSU Health Station helps with reporting and health and wellbeing statistics.'

- Darent Valley Hospital

# Our Key Stats



Health Checks



Customers



SiSU Health Stations

(UK, IE, AU, GER, SWI)



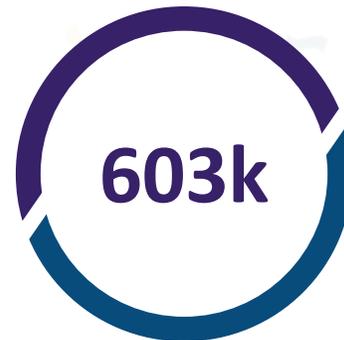
NPS



Diabetes Risk  
Assessed



Kg Net  
Weight Loss



GP Recomm's



High BP  
Recomm's



Smoking  
reduction

# Integrating your health & wellbeing pathways

Signposting to different health and wellbeing pathways can be incorporated both within the health check and triggered by email. These are typically triggered by either demographic or health risks and might include signposting for risks such as high blood pressure, high BMI, high stress, smoking. A range of different calls to action, opt-ins and referrals can be included. Examples below:-



Self-service health check



Results are shown during the health check, with recommendations based on the risk rating.

Triggered by demographic or health risk



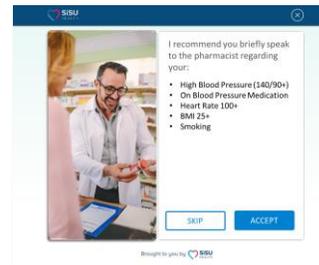
## Example 1 - Email recommendations

Emails are automatically triggered for those who measure an at-risk BP or BMI, recommending a next course of action. E.g. contacting your GP for high and severe blood pressure.



## Example 2 - Information and signpost to book

Screen is conditionally triggered with information about a suitable health service available and how to find out more. E.g. scan the QR code to find out more. Similar communications can also be triggered by email.



## Example 3 - Referral to a health professional and share data

Screen is conditionally triggered by health risks recommending you speak with a health professional. If the User consents, they are then prompted to enter their telephone number. Their referral is then flagged and their data is then shared via the Practitioner portal or via email.



## Example 4 - Opt-in to receive more information by email

A screen with information on a product or service is shown. The User can opt-in to receive more information, thereby triggering an email campaign to be sent.

# Seamless Onboarding and Customer Service

## Onboarding

- Your dedicated Client Account Manager will work with you to confirm all of the onboarding arrangements
- We can provide pre-launch communications e.g. email content, posters or support you to create your own.

## Installation and Induction

- The health stations will be installed by a qualified SiSU Health technician who will also demo and walk you through the operation of the health station.

## Ongoing support

- We will schedule an on-site visits to proactively maintain the health stations.
- The health stations are remotely monitored 24/7.
- Health check surveys and screens can all be updated remotely and do not require an on-site visit.

## Reporting and Account Management

- You will have a dedicated Client Account Manager who is available to meet with you each month [or as required] to review the data and reporting as well as any service elements.



# Site Requirements & Locations

## Site Requirements

- Secure, indoor location
- 2.5m height clearance
- 1m x 1m flat stable floorspace
- 4G/5G mobile signal
- Access to standard (240V AC) power point
- The touch points of each health station are coated with an anti-viral coating. A hand sanitiser and wet wipe dispenser can also be provided
- We recommend the health station be cleaned as part of the regular site cleaning routine.



## Locations

- **Supermarkets & Retail:** average 20-50 checks per day with a broad coverage across ethnicity, age, sex and health risk. Could be a higher number in a 24hr store. A large proportion of first time users will be people not engaging with NHS services.
- **Pharmacies:** typically 5-10 checks per day. With customisations customers can be directed & encouraged to take up specific pharmacy available services ie Hypertension case finding service. Space can be challenging.
- **Leisure centres:** typically numbers are 20-30 per day. Will encourage users to stay on track with health improvements. At a leisure centre in Southwark we have higher number of females aged 50+ identifying as black ethnicity (as often mothers who are taking their children to the leisure centre).
- **Libraries:** usually have space available and target specific cohorts and depending upon size usually 5-20 checks per day. Will be highly targeted cohorts in all likelihood and fits in to national strategy to wider typical services available in libraries.
- **Other considerations;** places of worship, shopping centres, community centres